

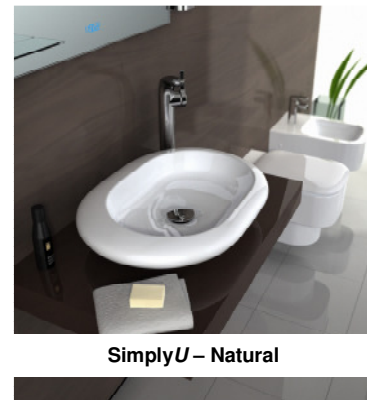
## **Ideal Standard SimplyU ceramics granted Red Dot Design Award and iF Design Award**

### ***Celebrated SimplyU collection offers a new unique dimension in personalised bathroom design***

BRUSSELS, BELGIUM – Ideal Standard International, a leading provider of innovative and design-driven bathroom solutions, announced today that its Ideal Standard SimplyU collection was awarded not one but two prestigious awards for product design. Ideal Standard SimplyU received the Red Dot Design Award in the category “product design”. The award is presented to particularly creative, innovative, and high-quality products. The iF Design Award is regarded as a trademark for outstanding design and was presented to the SimplyU ceramics ranges “Natural” and “Dynamic”, which were considered the best concept within the industrial design category.

### **Individuality in the bathroom with SimplyU**

The SimplyU concept revolves around four different styles under the categories clear, natural, dynamic and intensive. These categories range from minimalist and functional to soft and emotional. Consumers can pick and choose the pieces of their bathroom using an on-line configurator tool, which was developed especially for SimplyU. This unique, Internet-based tool enables consumers to select their preferred style, match it with furniture and accessories, and then instantly visualise how the bathroom will ultimately look.



Ideal Standard SimplyU is composed of 25 ceramic washbasins, furniture, 14 types of taps and four mirrors featuring a digital time and date display as well as optional integrated shelf accessories including lamps and beauty pampering accessories.

*“SimplyU is a new and unique concept, which allows consumers to create their bathroom as an extension of their personality.”* Filip Van der Linden, EMEA vice president, ceramics at Ideal Standard International explains, *“With this new concept, we feel we can*

*reach out to consumers – from all walks of life - and offer them the opportunity to turn their bathroom into a relaxing environment that matches as much as possible their own individuality.”*

### **Winning design concept**

Ideal Standard SimplyU was created by award-winning German design house Artefakt, and is rooted in the philosophy to “create your identity”. It is a new and personalized design concept, which allows consumers to create their bathroom based on individual choice and design preferences. Achim Pohl, partner at Artefakt, comments: *“We are deeply passionate about industrial design and continuously strive to exceed consumers’ expectations. It’s a great feeling to know that our passion and our close cooperation with the team at Ideal Standard International have resulted in such distinguished acclaims.”*

The Red Dot Award is one of the largest and most renowned design competitions worldwide; its origins go back to 1955. It is only presented to particularly creative, innovative, and high-quality products and consists of the individual disciplines “Red Dot award: product design”, “Red Dot award: communication design”, and “Red Dot award: design concepts”, which has been held annually in Singapore since 2005.

The iF design award, the origins of which go back to 1953, is today one of the largest and most renowned design competitions worldwide. It is presented to companies and design studios that have proven to provide consumers with top product and service quality and it symbolizes a company’s commitment to innovation.

### **An Award-Winning Business:**

Design plays a major role in the process of creating fascinating and exciting products. Ideal Standard International works together with some of the world’s best known designers and architects like Jasper Morrison, Artefakt, Marc Sadler and Jean Nouvel, to name but a few. As recognition, several collections have received design awards over the years:

- **Fiorile** by Enzo Mari selected for the Compasso d'Oro
- **Small** by Franco Bertoli appears in the ADI Design Index publication
- **Moments** by Artefakt Red DotDesign Plus, Germany
- **Tonic** by Artefakt Red Dot (best of the best) Design PlusIF Award
- **Marc Newson** by Marc Newson Good design, UK
- **Active** by Artefakt Red DotDesign Plus, Germany

## **About Ideal Standard International:**

Ideal Standard International, headquartered in Brussels, Belgium, is a privately-owned company, operating independently in Europe, Middle East and Africa and Asia Pacific. The company also has presence in Central and South America via a joint venture called Incesa. With bathroom solutions as its core business, the company provides bathroom furnishings, fixtures and shower enclosures for residential, commercial and institutional buildings. Its products are sold under its strong international brands Ideal Standard, Jado and American Standard (Asia/Pacific and Incesa), as well as leading local brands including Incesa Standard (Incesa), Armitage Shanks (UK), Ceramica Dolomite (Italy), Porcher (France and Incesa) and Vidima (Eastern Europe). The company employs some 17.300 people and is operational in over 30 countries. Ideal Standard International is governed by a Board of Directors.

## **About Artefakt**

Artefakt Industriekultur was founded in 1989 by Achim Pohl and Tomas Fiegl. In collaboration with the international industry, the 12-man Artefakt team works on the development product lines from the initial idea through the entire development process. The design process is supported by the latest design and construction software. Scale models, design plans and prototypes from the in-house model workshop are all part of design development.

Reduce to Identity – reduced to its unmistakable defining characteristics, the Artefakt design is a “recognisable element” in a world shaped by variety. Simplicity and concentration on the essentials give the products their personality and make a clear formal statement. Design from Artefakt has won a number of internationally renowned design awards.

Artefakt customers include Alape; Arri, Asecos, Braun, Canyon, Dorma, Mercedes-Benz, Eschenbach optik, Ideal Standard, Gillette, GE-Plastics, Hansa, Hoesch, JK Ergoline, Johnson&Johnson, Kermi, Kusch, Loewe, Oral B, Planmöbel, RTI sports, Sartorius, Siemens, Viega and WK-Wohnen.

About ArteFakt:

## **About the Red Dot Design Award**

The Red Dot Award is one of the largest and most renowned design competitions worldwide. It is only conferred to particularly creative, innovative, and high-quality products. Products submitted to the Red Dot design award are assessed by a jury consisting of renowned design experts. They examine and test the products and assess them according to criteria such as degree of innovation, functionality, ergonomics, longevity, ecological compatibility and clarity of function. In 2008 companies from 51 countries with a total of 3,203 products faced the judgement of the jury.

## **About the iF Design Award**

The iF design award is one of the largest and most renowned design competitions worldwide. It is presented to companies and design studios that have proven to provide consumers with top product and service quality and it symbolizes a company's commitment to innovation.

As an independent institution iF exercises as a mediator between design and industry, a function it has fulfilled for many years now in an objective and reputable manner. This allows iF to make a significant contribution to the success of design in an economic context as well as enhancing awareness of the importance of design in life.

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For more information, visit [www.idealstandardinternational.com](http://www.idealstandardinternational.com) or contact:

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